



ROBERT BENTLEY
GOVERNOR

STATE OF ALABAMA
DEPARTMENT OF MENTAL HEALTH
RSA UNION BUILDING
100 NORTH UNION STREET
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MONTGOMERY, ALABAMA 36130-1410
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ZELIA BAUGH
COMMISSIONER

**ANNOUNCEMENT OF INTENT TO FILL A NON-MERIT POSITION
EQUAL OPPORTUNITY EMPLOYER**

JOB TITLE: Public Information Officer **NUMBER:** 12-04

JOB CODE: A9000 **DATE:** 02/13/2012

SALARY RANGE: 85 (\$74,479.20 - \$113,479.20)

JOB LOCATION: Department of Mental Health
RSA Union Building
100 North Union Street
Montgomery, Alabama 36104

QUALIFICATIONS: Bachelor's degree in Public Relations, Journalism, Communication, or a closely related field. Extensive experience (72 months or more) in the field of public relations, media relations, public information work, communications, or journalism, preferably including some experience (12 months or more) in an administrative or supervisory capacity.

KIND OF WORK: This is highly responsible professional public and media relations work for the Alabama Department of Mental Health. The person in this position will manage all internal and external communications including the Department's website and social media sites. The person will also act as spokesperson on all public affairs issues. Work involves directing, planning, developing, and implementing media strategies using all aspects of public education, public relations, public involvement, and media relations. Work will also involve selecting media and methods of presentation to promote public understanding of the department's objectives, functions, and accomplishments and arranging and participating in news conferences or interviews with various media. The person in this position will be responsible for preparing news releases, media alerts, radio scripts, and feature stories, in addition to reviewing and editing material to be used by departmental officials in contact with the public. Supervision may be exercised over a staff of professional and clerical employees. The employee will work independently under the general direction of the department head.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Knowledge of ADMH consumer groups and service delivery. Knowledge of governmental organizational structure. Knowledge of the publishing process, journalistic writing style, layout and design, and desktop publishing. Skill and proficiency in photography and speech writing. Skill and proficiency in research techniques and written communications. Ability to plan, organize, and develop program activities. Ability to communicate effectively, both verbally and in writing. Ability to supervise

work of a professional and technical staff. Ability to provide consultative services to department officials. Ability to meet and interact with all levels of government officials, news media, advocacy groups, and the general public. Ability to speak in public and to travel extensively with the Commissioner and other departmental officials.

METHOD OF SELECTION: Applicants will be rated on the basis of an evaluation of their education, training, and experience and should provide adequate work history identifying experiences related to duties and minimum qualifications as mentioned above. All relevant information is subject to verification. Drug screenings and security clearance will be conducted on prospective applicants being given serious consideration for employment and whose job requires direct contact with clients.

HOW TO APPLY: Use an official application for Professional Employment (Exempt Classification) which may be obtained from this office, other Department of Mental Health Facility Personnel Offices, or visit our website at www.mh.alabama.gov. **Only work experience detailed on the application will be considered.** Additional sheets, if needed, should be in the same format as the application. Resumes will not be accepted in lieu of an official application. Applications should be returned to Human Resource Management, Department of Mental Health, P.O. Box 301410, Montgomery, Alabama 36130-1410 or RSA Union Building, 100 North Union Street, Montgomery, Alabama 36104. Copies of License/Certifications should be forwarded with your application. An official copy of academic transcripts is required and must be forwarded by the school, college, or university to the personnel office at the above address.

DEADLINE: Until Filled